

12.45 WELCOME (1ST FLOOR)

KEYNOTE ROOM

ROOM 1

ROOM 2

13.30



OPENING KEYNOTE: IKEA, FROM BRICK AND MORTAR TO OMNICHANNEL RETAILING

IKEA - Frederic Gennart • Ogilvy Social Lab Belgium - Elliot Steed



KEYNOTE ROOM

14.00



ARE YOU REACHING YOUR FULL POTENTIAL IN E-COMMERCE?

Worldline - Tim Fransen

14.00



GETTING CLOSER TO YOUR CUSTOMER

GfK Belgium - Justin Saddlemeyer

14.00



HOW TO KICK A TRADITIONAL RETAILER IN THE BUTT?

Delhaize - Jonathan Hertog

14.30



THE 10 PSYCHOLOGICAL PRINCIPLES FOR MORE CONVERSION ON YOUR WEBSHOP

Vaimo - Ruben Evens

14.30



EBURY: NO FEES ON INTERNATIONAL PAYMENTS. MARGINS SECURED AGAINST FX VOLATILITY

Ebury - Guillaume Giovannoni

14.30



HOW TO GEAR-UP YOUR ORGANISATION TOWARDS A DATA-DRIVEN APPROACH?

Brussels Airlines - Heidi De Cloet

14.55

NETWORKING BREAK

15.20



THE DANGER OF HIPPO'S

ColliShop - Jellert Dekeyser

15.20



SELLING ON AMAZON: WHAT ARE YOUR OPTIONS AND HOW DOES IT WORK?

Sonemos Media - Najad Jonas-Menour

15.20



E-COMMERCE WEBSITE REDESIGN - MAXITOYS CASE STUDY

Smile - Frédéric Schoen / Jérémy Robin

15.50



HELPING YOU TO IMPROVE THE QUALITY OF LIFE IN YOUR CITY

DriveNow - Christian Lambert
(BeCommerce Award Winner)

15.50



VAVABID BELGIUM: WHERE CONSUMERS BECOME WINNERS.

Emesa - Katia Longeval
(BeCommerce Award Winner)

15.50



THE FUTURE OF ECOMMERCE

Oracle Digital - Christine Bardwell

16.15

NETWORKING BREAK

16.40



IN TRUST WE BELIEVE. IN DATA WE TRUST.

BeCommerce - Sofie Geeroms

16.40



MARKETPLACES: A STRONG ALY IN INTERNATIONAL EXPANSION

Paprika - Geoffrey Baudts

16.40



BELFIUS TRANSFORMING

Belfius - Benoit Speybrouck
(BeCommerce Award Winner)

17.10



HOW HUNGRY CUSTOMERS AND THEIR DATA SHAPE OUR GROWTH?

Deliveroo - Charles Van den Bogaert

17.10



WHY THE SEARCH EXPERIENCE IN YOUR APPS MATTERS FOR YOUR BRAND?

The Fork - Tanguy Verluise

17.10



CAN EVERYONE BE AN INFLUENCER?

Social Seeder - Patrick De Pauw

17.35



CLOSING KEYNOTE: NEWPHARMA, AN UNEXPECTED CROSS-BORDER STORY

Newpharma - Ilse Van Dyck - (BeCommerce Award Winner)



KEYNOTE ROOM

18.00

CLOSING NOTE & COCKTAIL